

CONSUMER PRINTABLE COUPON FUNDRAISING PROCESS

[United States Patent Applicant n]

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[An electronic Process incorporating the electronic distribution of brand promotions (coupons) online as fundraising tools to the benefit of a Cause -charitable organizations, schools or not – for—profit organizations.]

[Abstract]

[An electronic Process/ pproach utilizing proprietary Internet Websites as Portals to distribute and disseminate information/brand coupons and/or promotions, for the purposes of generating funds for the Causes (not-for-profits, charitable organizations and/or schools). Brands remunerate the inventor on a performance basis, for providing a distribution source for their consumer-printable coupons online and moving product. This coupon content in turn, would provide a revenue share to the Cause, in light of their promotion of the Portal. This approach provides a unique method for fundraisers for the Causes; a most effective and more public-sensitive promotion for the Brands; and a benefit to the Supporters as well, in that they are able to obtain free brand coupons on the various Portals of the Process and support the Causes, all at the same time.]

[The Process promises to be a tremendous consumer relationships marketing tool as well. Brands are attempting to establish consumer loyalty. Participating in the Process and supporting the Cause too can generate this. In doing so the consumer/Supporter develops a loyalty or affinity to the sponsoring brand. A unique consumer relationship is established to the benefit of the Cause and the Brand as well.]

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[Field of Search:]

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[Claims]

[1. An electronic Process by which consumer-printable coupons/promotions are provided online through a specific Portal or Website, and the redemption of these coupons generates a revenue share, to be shared with the participating Causes -not-for-profits, charities or schools.]

[I claim that through this Process the specific Causes are identified through by the Household ID number printed on every coupon, through the use of the UCC/EAN extended 128 barcode.]

[The Supporter selects the Cause he/she would like to support with their coupon redemption.]

[I claim that each coupon offer displayed in the Process contains indigenous Bar codes and information like the following:]

[The Store or Brand name; the item name; the value of the incentive; disclaimers and modifiers for the incentive; the origin of the incentive by zip code; graphics or product images.]

[The incentives displayed in the Process are viewed and selected by endusers (Supporters).]

[The incentives are free to the Supporter;
Are available twenty-four hours a day, seven days a week;
Viewable and printable by the end user, at their discretion;
Are printed on the Supporter's printer.]

[I further claim that each printed incentive is identified and maintained in the proprietary

database, in this Process, by UCC/EAN Bar codes; an indigenous identification number or tracking code, which is logged into the Process's database for tracking purposes.]

[The Storefront's database maintains all necessary information and reporting regarding all departments, incentives or remuneration, links, Supporter accounts and redemption information on the coupons.]

[2. Proprietary databases are used by the Process to identify the supporter, the Cause and the brand.]

[I claim that upon the offers, once promoted on the Portal by the Process and its inventor, Are selected by supporters who redeem them at the grocery stores.]

[Once they are redeemed, the grocery submits them to independent third parties, who identify them and process them for the brands.]

[Duplicate redemption files are generated by the third party redeemer, with copies going to the brand and to the Process inventor as well.]

[Redemption activity is identified with respect to the Supporter and the Cause with respect to each brand redemption.]

[I claim that the Process provides this track ability, allowing for the revenue share of the redemption amount.]

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[*Description*]

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FIELD OF THE INVENTION

The present invention relates to an electronic Process incorporating the electronic distribution of brand promotions (coupons) online as fundraising tools to the benefit of a Cause -charitable organizations, schools or not – for—profit organizations

BACKGROUND OF THE INVENTION

With the variety of coupon and rebate sites popping up on the Internet, the Web promises to be the brand-marketing vehicle of the future. But no invention has yet touched on the unique Process of utilizing online coupons as fundraising tools.

The Internet provides a terrific promotion resource with its speed and distribution ability but manufacturers have major issues with Web-based, printable incentive offers but are looking for alternatives to conventional print coupons.

Causes like not-for-profits, charitable organizations and schools are always looking for fundraising tools and methods to help generate additional revenue.

This Process/invention addresses the above factors and utilizes the Internet and brand coupons to present a unique fund raising vehicle.

[Summary of the Invention/Process]

SUMMARY OF THE INVENTION

An Internet Portal (Website) is provided to distribute online consumer-printable coupons.

As the coupons are redeemed at point of purchase and subsequently processed by an independent 3rd party redemption company or agent, revenue is generated from the participating brands, paying for the promotion.

The [invention/Process] Process in accordance with the present invention provides specific online portals designated to work with the Causes (not-for-profits, schools or charitable organizations). Supporters of these Causes, visiting these Portals, printing and redeeming the provided coupons, generate revenue for the respective Cause.

This revenue share used as a fund raising tool is the heart of the Process. Its innovation is unique.

Full tracking and accounting is provided to the brands and the Cause, by the proprietary database working in conjunction with the Process.

The amount of funds generated by the Process is directly related to the proactivity of the participating Cause, based on redemption re-imbursement paid by the brand.

This [invention/Process] Process in accordance with the present invention capitalizes on the value of coupons and its expansive online market to provide a unique Process for generating revenue for fundraisers or other not-for-profits, while increasing the sales of the brands.

Brand loyalty is another consideration of the Process. And brand loyalty is a critical pursuit of brands. The Process helps build brand loyalty while loyalty is also being built with the organization, school or charity. Supporters come to the portal sites to obtain FREE brand coupons and to support the Cause. From the coupon value that is obtained, and the savings, which is derived from the usage, consumer loyalty is established.

This Process is a unique and innovative approach to consumer loyalty building for brands. This Process truly provides benefit to every constituent:

1) the [The] Cause gets additional revenue at no cost other than an agreement to promote the Process[.]; 2) the [The] Supporter saves money on purchases, using the free coupons provided by the Process[.]; and 3) participating [Participating] brands receive the perks of sponsorship, develop a more loyal consumptive group of consumers and move product more cost effectively.

Everyone Wins!

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It is the object of this [invention/Process] invention to provide an online approach to distribute brand coupons for the purposes of generating funds for to the benefit of a variety of Causes. The Process integrates online brand coupon promotion, a Cause's ongoing need for funds, and the Supporters desire to obtain free brand coupons so as to save on brand products.

The Process provides for [al 3 of] all three constituents.

BRIEF DESCRIPTION OF DRAWINGS

[Drawing] **FIG. 1** illustrates the online approach of the Process including The [Portal] Website, the [sponsor] Sponsor, the Cause and the Supporter.

[Drawing] **FIG. 2** illustrates the approach to tracking and identifying all redeemed coupons to provide accurate accounting and tracking of the redemptions.

FIG. 3 illustrates a general block diagram of a coupon in accordance with the present

invention.

DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

FIG. 1 generally illustrates the Process **10** and its constituents. The Supporter **40** visits [The Portal] the Website **20** to obtain coupons **60 (FIG. 3)** and support the Cause **30**. The [Portal] Website **20** maintains coupon offers provided by the Sponsor (the Brand) **50**.

The Process **10** provides specific online Websites **20** designated to work with the Causes **30** (not-for-profits, schools or charitable organizations). Supporters **40** of these Causes **30**, visiting these Websites **20**, printing via printer **45** and redeeming the provided coupons **60**, generate revenue for the respective Cause **30**. This revenue share is used as a fundraising tool of the Process **10**.

Full tracking and accounting is provided to the brands and the Cause, by the proprietary database **25** working in conjunction with the Process **10**.

In practicality, duplicates can be provided at the point of purchase on the retail level, which may not be redeemed by the [Store] Sponsors **50** (the Brands or the Advertisers). These are fraudulent redemptions and are detailed in **FIG. 2**.

FIG. 2 generally illustrates the consideration of the [redemption Process] redemption/rebate cycle **100** and the [in its] generation of income and impact on the Process **10**. The Process **10** primarily addresses consumer package goods incentive offers.

In reality, the end user (Supporter 40) then takes the printed coupon offers to a Retailer 120. Once purchases of promoted products are made, and the incentive (coupon 60) is presented for redemption at point of sale, the Retailer 120 accepts these Supporter printed coupons 60, which have been presented at point of sale and are redeemed.

The Retailer 120 then submits the offers to their redemption agent or directly to a redemption facility 140 to be reimbursed. The redemption facility 140 scans the offers into its data Processing system.

The proprietary software of the Process 10, identifies and validates the coupon 60 utilizing its indigenous household identification number contained in its bar code 74 (**FIG.3**). An accounting of all transactions is maintained for and accessible to [Stores] Sponsors 50 (the Brands or Advertisers) for verification and proper redemption, through this code. This is the code used to track all revenue owed the Cause 30 (**FIG.1**) as a result of Supporter redemption.

The present invention also provides a unique electronic Process 10 to marketing products online while using these same products to become fund raising tools for Causes 30 based on a pay for performance model.

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The electronic Process 10 of the present invention allows consumer-printable coupons/promotions to be provided online through a specific Portal or Website 20, and the redemption of these coupons 60 generates a revenue share, to be shared with the participating Causes 30 (not-for-profits, charities or schools). Through this Process 10

the specific Causes 30 are identified through the Household ID number printed on every coupon 60, through the use of the UCC/EAN extended 128 barcode.

Referring now to FIG. 3, the Supporter 40 selects the Cause 30 he/she would like to support with their coupon redemption. Each coupon offer displayed in the Process 10 contains indigenous Bar codes 74 and information such as the Store or Brand name 62; the item name 64; the value 66 of the incentive; disclaimers and modifiers 70 for the incentive; the origin 72 of the incentive by zip code; graphics or product images 68. The incentives displayed in the Process are viewed and selected by end users (Supporters). The incentives are free to the Supporter 40 and are available twenty-four hours a day, seven days a week. The incentives are viewable and printable by the end user (Supporter 40), at their discretion and printed on the Supporter's printer 45. Each printed incentive is identified and maintained in the proprietary database 25, in this Process 10, by UCC/EAN Bar codes; an indigenous identification number or tracking code, which is logged into the Process's database 25 for tracking purposes. The Storefront's database maintains all necessary information and reporting regarding all departments, incentives or remuneration, links, Supporter accounts and redemption information on the coupons.

Proprietary database 25 is used by the Process 10 to identify the Supporter 40, the Cause 30 and the brand (Sponsors 50). The offers, once promoted on the Website 20 by the Process 10 and its inventor, are selected by Supporters 40 who redeem them at the grocery stores (Retailer 120). Once they are redeemed, the grocery (Retailer 120) submits them to independent third parties (Redemption facility 140), who identifies them and processes them for the brands (Sponsor 50). Duplicate redemption files are generated by the third party redeemer (Redemption facility 140), with copies (Redemption Accounting) going to the brand (Sponsors 50) and to the Process Website 20 as well.

Redemption activity (Redemption Analysis) is identified with respect to the Supporter 40 and the Cause 30 with respect to each brand redemption. The Process 10 provides this track ability, allowing for the revenue share of the redemption amount.

With specific reference still to FIG. 2, the Redemption facility 140 provides the Retailer 120 with coupon reimbursement. The Sponsors 50 also provide the Redemption facility 140 with Redemption Reimbursement and the Website 20 with the redemption revenue reimbursement.

The Process 10 promises to be a tremendous consumer relationships marketing tool as well. Brands are attempting to establish consumer loyalty. Participating in the Process and supporting the Cause too can generate this. In doing so the consumer/Supporter develops a loyalty or affinity to the sponsoring brand. A unique consumer relationship is established to the benefit of the Cause and the Brand as well.

CLAIMS

What I claim is:

ABSTRACT

An electronic Process/approach utilizing proprietary Internet Websites as Portals to distribute and disseminate information/brand coupons and/or promotions, for the purposes of generating funds for the Causes (not-for-profits, charitable organizations and/or schools). Brands remunerate on a performance basis, for providing a distribution source for their consumer-printable coupons online and moving product. This coupon content in turn, would provide a revenue share to the Cause, in light of their promotion of the Website. This approach provides a unique method for fundraisers for the Causes; a most effective and more public-sensitive promotion for the Brands; and a benefit to the Supporters as well, in that they are able to obtain free brand coupons on the various Websites of the Process and support the Causes, all at the same time. The process identifies and validates coupons utilizing an indigenous household identification number in a bar code.